UNITED NATIONS

ECONOMIC AND SOCIAL COUNCIL

E/CN.6/1988/WG.

I. ORGANIZATION

1. The second meeting of the Committee of governmental tourism experts was held in Addis Ababa, Ethiopia, from 20 - 23 November 1989.

II. ATTENDANCE

2. Representatives of the following thirty-two member States of the United Nations Economic Commission for Africa (ECA) attended the meeting: Algeria, Benin, Botswana, Burundi, Burkina Faso, Cameroon, the Congo, Cote d'Ivoire, Djibouti, Egypt, Ethiopia, Gabon, Ghana, Guinea, Kenya, Liberia, Libya, Malawi, Morocco, Mozambique, the Niger, Nigeria, Rwanda, Somalia, Sierra Leone, the Sudan, Togo, Tanzania, Tunisia, Uganda, Zaire and Zimbabwe.

3. Representatives of the following United Nations specialized agencies, intergovernmental organizations and international associations of tourism professionals also participated in the meeting as observers: PAO, IBA, OAU, CIOS, UNDP, ORNFIA, CEAO and UEMOC.

4. A representative of the Canadian Embassy attended the meeting as observer.

III. OPENING OF THE MEETING

5. The meeting was formally opened by Mr. Ambroise Bongoy, Chief of the Transport, Communications and Tourism Division of ECA.

6. In his statement, delivered on behalf of the ECA secretariat, the Chief of the Transport, Communications and Tourism Division welcomed all the participants and declared that the keystone of the policy for tourism development in Africa, as defined by the African Ministers of Tourism in Niamey and in Kinshasa, was inter-African co-operation.

7. Indeed, it was more necessary than ever before to pool efforts in order to develop the tourist resources in Africa for the benefit of the people of the continent, at a time when economic integration in Europe, leading to the creation of a single European market would open up the African countries individually to all the European operators. It was absolutely necessary for the African States to take concrete measures to group themselves together, pool their resources and strengthen their capacity to penetrate non-African markets and negotiate with their foreign partners. This was the reason why the secretariat had chosen co-operation as the theme for the deliberations of the 1989 meeting of the Committee of governmental tourism experts. The secretariat had prepared reports on actions taken to implement the decisions adopted in Kinshasa. The reports also contained proposals for improving the results achieved.

9. The representative of ECA then informed the participants of the modalities and the nature of ECA's interventions in the process of tourism development. Based upon by the member States, he declared that ECA could support the States in the mobilization of funds and in the implementation of projects for which financing had been obtained. Regarding follow-up of the decisions taken, he stated that ECA could not substitute for the member States. When African Ministers of Tourism take decisions, they should, on return to their countries, take the necessary measures at the national level to implement them. The various national governments should normally also instruct their representatives to international meetings to ensure that the decisions taken by the Ministers of Tourism are endorsed by the other legislative bodies of which they are members. This was a sine qua non for effective implementation of the decisions taken by the Conference of Ministers. It was vital to make every effort for the decisions taken by the Ministers of Tourism to be endorsed by the ECA Ministers, ECOSOC and the United Nations General Assembly, if they are not to remain pious wishes.

9. After recalling the topics submitted to the participants for consideration, the representative of ECA wished the Committee of governmental tourism experts every success in their deliberations.

D ACCOUNT OF PROCEEDINGS

10. The meeting elected the following officers:

Election of officers

Chairman	-	Ethiopia
Vice-Chairman		Rwanda
Rapporteur	-	Kenya

Adoption of the agenda

11. The agenda was examined and adopted as follows:

1. Opening session

   Welcome address by a representative of the Executive Secretary of ECA.

2. Election of officers

3. Adoption of the agenda and organization of work.

4. Reports by the secretariat on the implementation of the resolutions adopted by the Conference of African Ministers of Tourism at its first meeting held in Kinsasha, Zaire from 18 to 22 November 1987.

E/ECA/TC.1/3
Page 1

22. The secretariat was taken aback by the lack of relations established with firms or countries in Africa and was unable to publicize this decision and to organize a conclusion without [illegible] in Africa.

The [illegible] which followed the presentation could be summed up as follows:

23. It would be [illegible] to organize African tourism fairs within the framework of trade fairs organized in Africa, since the Chambers of Commerce were the most appropriate bodies for establishing trade fairs because tourism was one of the components of commercial activity. This view was in conformity with the recommendation by the ECA Conference of Ministers meeting in Niamey in April 1988. The Pan-African Fair, organized on a two-yearly basis in an African country by the OAU, and which was scheduled to take place in 1991 in Bulawayo, Zimbabwe was cited as example by many speakers who supported this view.

24. Other speakers, because of the specific nature of tourism and the particular objective sought, affirmed the need to organize a tourism fair, specifically without excluding the possibility of integrating tourism in current trade fairs.

25. This point of view was upheld due to the fact that financing for organizing a tourism fair had already been obtained from the EEC within the framework of the Lomé IV Convention.

[illegible] intervention which was dealt with regard to financing by CFF alone, because some African States are not party to the ACP - EEC Convention.

27. The consensus reached on this point was as follows:

The experts propose that the Ministers of Tourism should mandate ECA to pursue active efforts towards the organization of the African Tourism Fair, [illegible] sources of financing in addition to EEC for the organization of the fair, study all the parameters which could reveal the benefits [illegible] of organizing specialized tourism fairs or integrating tourism in trade fairs in Africa.

5. Draft terms of reference of the Ad-hoc Committee responsible for the organization of African Tourism Fairs (agenda item 8b)

28. The representative of the secretariat introduced this agenda item. In the ensuing debate, the following amendments were made to documents TRANSCOM/TSU/CTMF.2/88/2:

Point 1 and 2 were merged to read as follows: To formulate the procedures for the determination of [illegible] and the various contractual conditions for organizing and hosting the fair.

Under point 4 replace "[illegible] criteria" by "criteria for the attention of the Ministers" concerning how the fair is to be held on the defined criteria.

Point 5 should read as follows: Provide technical assistance, in collaboration with ECA, to the host country responsible for organizing the fair in order to ensure its success.

Point 6 should read as follows: Negotiate with the host country an agreement relating to facilities provided for the fair.

Point 7 should read: Undertake an evaluation of AIFs and propose recommendations for improving their organization and impact on the basis of the report submitted by EC.

The revised terms of reference are annexed to this report as annex I.

29. The meeting established the ad hoc Committee responsible for organizing AIFs. It comprises the following countries:

Kenya, Malawi, Zambia, Cote d'Ivoire, Nigeria, Sierra Leone, Egypt, Cameroon and the Congo.

The meeting agreed that the above list was not restrictive and that other countries, whose experience in the matter could be helpful to the work of the Committee, could be called upon to assist it.

2. Criteria for the selection of countries to host African Tourism Fairs (agenda item 6c)

30. The document was introduced by a member of the ECA secretariat. Its objective was to define the global framework for selecting countries to host the AIFs. It was a working document made available to the AIF Committee and ECA.

31. The following amendments were made in the document TRANSCOM/TRU/CMT.2/90/2

Point 5 should read: The invitation would be submitted to the ad hoc committee responsible for the organization of AIFs, which will proceed with presentation of candidates to be submitted to the African Ministers of Tourism for their decision.

Point 6 should read: The countries should ensure that they have the agreement in principle of the donors for organizing the fair and for the participation of member States. The idea was to delete the reference to the agreement in principle of ECA, mentioned in the initial text.

Under point 8b replace the reference to the minimum of 500 hotel rooms by a more general term: "a city with adequate accommodation capacity".

E/ECA/ATCD/65
Page 9

the intended functions of the Committee. A consensus was reached that ECA should be given the mandate to continue providing assistance to facilitate intergovernmental co-operation in tourism. It was agreed that the exercise should include tourism operators. It was also agreed that regarding human resource development, private operators should be called upon to assist in the training of all level of staff.

Report on the Development of Joint Promotion of Tourism in Africa (agenda item 5)

44. The agenda item was introduced by the representative of the ECA secretariat. The report mentioned efforts that African governments had made to develop tourism in Africa since the early 1960s. The report revealed that despite those efforts, progress so far achieved was scanty and much was left to be done in the future by individual member States. It was proposed to create a Committee whose main role would be to co-ordinate the efforts of all the partners and assist ECA in the conception and setting up of programmes.

45. During the discussions, it was pointed out that ECA should endeavour to gather up-to-date and more accurate data from member States as well as from other institutions dealing with tourism in Africa.

46. It was also agreed that Paragraph 10 of the conclusions and recommendations should be reformulated to take into account the pertinent remark made by the Algerian delegation.

47. The representative of Malawi suggested that a section on activities of ECOWAS, PTA and SADCC in the field of Tourism be added. The activities of SADCC and PTA in the field of tourism were somewhat overlapping and ECA was requested to pay attention to this. Botswana was erroneously included among PTA countries and the secretariat was requested to correct the error.

48. The representative of CCI Paris Tourisme informed the meeting of his organization's activities (consultancy) and made interesting and useful proposals and suggestions.

Summing up the debate, the Chairman said that:

- the meeting did not accept the creation of a Committee;
- the meeting accepted the report presented by ECA but with the amendments made;
- the ECA was requested to continue preparing programme actions for future undertakings.

Report on the Seminar on Hotel Management and Africa's Participation in the Development of Tourism in Africa (Agenda item 6)

49. The representative of the ECA secretariat informed the meeting that the above-named seminar was organized in Addis Ababa from 13-20 September 1989

48. said that women had been included in workshops and seminars conducted in the past and that there was high desire to include more women in future workshops/seminars. The report called upon governments as well as private operators to give priority to the training of women in tourism and to encourage them to undertake such training. The Kampala seminar adopted three recommendations that were submitted to the meeting for endorsement.

50. The meeting then considered the recommendations and made the following amendments:

- In Recommendation 1, item "c" and "b" should be interchanged.
- In Recommendation 2, it was suggested to delete "African". It was also suggested that the text of this recommendation should be improved.

51. In Recommendation 3 item 2, it was suggested that note should be taken of the outcome of the Seminar. Under item 3b, it was suggested that the annex mentioned should be numbered.

52. With these amendments, the meeting decided to submit the three recommendations to the Conference of Ministers for approval.

Development of Human Resources for Tourism
(Agenda item 8)

53. In the report introduced by a member of ECA secretariat, account was given of the activities the secretariat had undertaken to implement the resolution passed in Kinshasa on human resources development.

54. Regarding the establishment of the regional management training system for tourism, ECA had taken steps to this end and was also encouraging African management training institutions to draw up programmes for training managers for tourism. The institutions concerned are mainly CESMI and CESAG.

55. ECA had also organized a Seminar on Local Management and Women's Participation in the Development of Tourism in Africa (18 - 25 September 1989), the report of which had been submitted to the meeting. ECA would organize a Workshop for trainers in the negotiation of contracts between African hotel owners and transnational hotel management corporations in 1990. The Workshop would be followed by a second Seminar on Hotel Management and Women's Participation in the Development of Tourism.

56. Special emphasis was laid on the need for African countries which have training facilities to collaborate closely with each other and to prepare short training programmes for managers, a sine qua non for African countries to gain control over the development of the tourist resources in the continent.

57. The meeting took note of the report.

Consideration of draft resolutions (agenda item 8)

58. The Committee considered and reviewed six draft resolutions annexed to this report as Annex [illegible] and agreed to submit them to the Conference of Ministers for approval.

Draft agenda of the meeting of the Conference of Ministers (agenda item 10)

59. The draft agenda and programme of work of the meeting of the Conference of Ministers, prepared by the ITC secretariat, were approved by the experts meeting.

Any other business (agenda item 11)

60. No business was raised under this agenda item.

Adoption of the report of the meeting (agenda item 12)

61. The report of the meeting of experts was adopted after some amendments. During consideration of the report the delegate of Cyprus stated that he was not in a position to endorse the report at the time as he needed to ask for floor on the part of the experts during the Conference.

62. After the adoption of the report, the Chairman extended his thanks to the experts for their collaboration and active participation. He also thanked the secretariat and the rapporteurs for their work in making the meeting a success. In turn, the head of the delegation of Yugoslavia thanked the chairman.

Resolution no.CMT.2/89/1

PROMOTION OF THE AFRICAN TOURIST PRODUCT

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Recalling the resolution on the promotion of tourism, passed in Kinshasa, particularly the operative paragraph on the need to establish mechanisms and programmes for co-operation with a view to the joint promotion of the African tourist product and the systemization of inter-State circuits,

Reaffirming the will of member States to develop intra-African tourism as one of the elements of the policy for the economic integration of the continent,

Noting with satisfaction the establishment of subregional mechanisms for the joint promotion of the tourist product and the establishment of inter-State circuits in some sub-regions,

Reaffirming the need to improve the systematic exchange of information between member States and the OCT secretariat,

Conscious of the need to proceed to an evaluation of the development and promotion of tourism in Africa in order to define the future orientations of the tourism sector,

1. Requests OCT:

a) To pursue, in collaboration with other organizations, its action with regard to the establishment of inter-State circuits and mechanisms for the joint promotion of tourism;

b) To propose to the various countries to take the appropriate measures to develop intra-African tourism;

c) To conduct a global evaluation study on the development of tourism in Africa and its contribution to the implementation of the policies of socio-cultural and economic development of the continent;

d) To increase its technical assistance to member States and subregional organizations in the implementation of tourism development programmes.

2. Requests member States and subregional, regional and international organizations to assist ECA in the collection of reliable data for the development of tourism and to intensify their collaboration with ECA to implement tourism development projects in Africa;

3. Requests member States to promote investments in the private sector.

DRAFT RESOLUTION No 7

Resolution No CMT/89/7

African Tourism Year

(Draft submitted by Gabon and Morocco)

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Recalling the resolution passed in Kinshasa, Zaire, on the proclamation of 1989 as African Tourism Year;

Recalling also the decision WTO/DEC-8 (XX) taken by the WTO Committee for Africa at its twenty-first session;

Having taken note of the report of EC. 89 and that of the working group set up by the WTC to prepare, on the basis of proposals from the States, a draft programme for the celebration of the African Tourism Year;

Endorses the recommendations of the working group of which EC. is a member;

Reinstitutes the working group and invites it to carry on with the efforts to ensure follow up and implementation of the programme as drawn up;

Invites the States to take, before March 1990, all the appropriate measure to implement the national sub-regional and continental programmes;

Insists that member States, EC. and the WTO co-ordinate their activities to ensure that the celebration of this event achieves the desired success.

DRAFT RESOLUTION No 3

INTRA-AFRICAN CO-OPERATION IN TOURISM

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia on 24 and 25 November 1985,

Recalling its resolution on the promotion of tourism, adopted in Kinshasa requesting the creation of the African Tourism Fair and the organization in 1989 of the first Tourism Fair

Conscious of the need to strengthen Intra-African co-operation in Tourism in order to harmonize and to make tourist development programmes in Africa more effective

Aware of the important role assigned to sub-regional integration organizations and associations of tourism professionals,

Taking note of the steps already taken concerning financing for the organization of ATF and the participation of member States,

Taking note of resolution 640 (XXIII) adopted by the ECA Conference of Ministers in Harare in 1988,

1. Requests ECA:

(a) To pursue its action towards the organization of the African Tourism Fair;

(b) To take action to diversify the sources of financing;

(c) To take measures to ensure that tourism is integrated into African trade fairs;

(d) To conduct a comparative study of the benefits of specialized tourism fairs and trade fairs with a "tourism" component;

(e) To pursue its action aimed at strengthening co-operation with subregional, intergovernmental organizations and professional associations;

(f) To establish, in accordance with the procedures laid down at the Niamey and Kinshasa meetings, the African Tourism Association, with two sectoral branches, the "Hotel Trade Branch" and the "Travels" branch;

2. Decides to establish an ad hoc Committee to assist RCs in the organization of the fairs;

3. Approves the terms of reference of this Committee, the criteria for the selection of countries to host ITFs and the composition of the members of the Committee as proposed by the experts.

DRAFT RESOLUTION (x)

[illegible]

[illegible] Conference of African Ministers of [illegible] meeting in Addis Ababa, Ethiopia, on 2 and 3rd November 1987,

Referring to its Resolution (xxx) adopted in Tripoli, in November 1987 on hotel management and human resources development,

1. Congratulates (C) for the actions it has taken to develop human resources and to mobilize it in favour of activities for the development of the tourist economy of Africa;

2. Requests (C):

(a) To pursue its activities towards the enhancement and development of human resources by establishing training programmes at all levels and taking concrete measures to make the contribution of the various social strata of the population more effective;

(b) To create [illegible] professional training activities in tourism sector;

3. Recommends to countries with training facilities:

(a) To take concrete measures to institute African management training programmes in addition to providing comprehensive training at various levels in all branches of tourism professions;

(b) To ensure the closest collaboration possible between the various tourism training facilities in the various countries;

(c) To facilitate access of nationals of other African countries to their establishments.

DRAFT RESOLUTION No.5

Resolution CM/.2/95/5

The Conference of African ministers of tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1989,

Considering the major role that African women can play in the development of tourism and Africa's potential in this field,

1. Requests the Governments of member states

(a) To review current policies on tourism and revise regulations on the status of women so as to take the necessary legal measures to ensure a more effective participation of women in tourism in Africa;

(b) To collect data on the contribution of African women to tourism, particularly though their activities in the informal sector, for the preparation of a programme for improving the participation of women in the development of tourism. Such a programme will be a major contribution to the information and training of women;

(c) To inform ECA of the results of these reviews as well as the measures taken to implement them at the subregional level;

DRAFT RESOLUTION No 7

Contractual relations between hotel owners and transnational hotel management corporations

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1977,

Conscious of the importance of contractual relations between African hotel owners and transnational hotel management corporations,

Recalling the resolution on hotel industry adopted by the meeting of the Conference of African Ministers of Tourism in Nairobi in November 1977,

Noting with satisfaction the work done by the Secretariat,

Having before it the proposal to adopt standard contracts in order to promote a standardization of the text of hotel management contracts,

1. Urges Member States while waiting for the standard contracts to be adopted,

(a) To prevent the exchange of information on experience in contractual relations so as to enable them to draw up a standard contract in conformity with the realities of the African Continent,

(b) To pay commercial attention to various sectors of tourism in investment codes,

(c) To adopt a policy of diversification of partners in the management of hotels by TNCs,

(d) To see that terms of contracts negotiated at relatively short intervals.

(c) To ensure that the [illegible] of fees is calculated on the turnover that payment is made on the basis of actual turnover and that the distribution of costs is made on equitable basis;

2 Requests of

(a) To conduct studies for host [illegible] who have relations with TNCs to enable them to maintain management and other contracts with the full knowledge of contracts;

(b) To take measures for African countries to develop their negotiating capacity through training of their management staff;

(c) To promote intra-African consultation in the area of contractual relations with TNCs;

(d) To stimulate the involvement of the capacity of African countries to give direction to the activities of TNCs in the area of management tourism and hotel industry.

RESOLUTION No. 7

Resolution CMT2/83/7

Guide for the management of small- and medium-sized hotels

The Conference of African Ministers of Tourism, meeting in Addis Ababa, Ethiopia, on 24 and 25 November 1983,

Conscious of the critical management situation of SME hotels in Africa,

Having noted the similarity of the management problems faced by SME hotels in all countries,

Having taking note of the Seminar on hotel accounting in Africa to be organized by ECA in 1990,

1. Reaffirms the need for good management of SMEs in order to revamp the tourism sector, particularly the hotel industry;

2. Requests ECA

(a) To revise the main content of the manual in such a way as to highlight the main principles and management tools (including accounting systems applicable in the hotel trade);

(b) To complement and improve the annex to the manual so that it could be of use to non-professionals in the organization of their management;

(c) To distribute the manual to all member States;

(d) Urges African countries to step orientation seminars on efficient use and correct application of the manual with the assistance of ECA, ILO, UNDP, and all other organizations concerned.

ANNEX 1

DRAFT TERMS OF REFERENCE

Draft Terms of Reference for the proposed Co-ordinating Committee to provide assistance to facilitate intra-governmental co-operations in Tourism.

1. Design ways and means to provide assistance to co-ordinate co-operation among sub-regional and regional tourist organizations in order to exchange statistics, tourist information on new build-ups and installations including facilities available at a certain period of time and/or to be made available in the near future, publish periodicals, etc.

2. Encourage joint ventures on human resource development including management skills, both by establishing new training centres and/or strengthening existing ones.

3. Design ways and means for suggestions on how government tourism undertakings and private operations in a given country and at sub-regional levels should co-ordinate, co-operate together to promote tourism.

4. Propose first ways and means of integrating sub-regional tourism undertakings initiated under sub-regional inter-governmental groupings such as ECOWAS, PTA, ECCAS etc.

5. Provide other guidelines as required from time to time on how sub-regional tourism undertakings including private operators should further be co-ordinated.

Draft criteria for selecting countries to host Tourism Fairs.

1. The applicant country must be an active member of PTA.

2. An application to host a tourism fair should be officially submitted by the host country to the PTA Executive Secretary.

3. Such applications should be submitted to the PTA Executive Secretary

4. PTA will refer the application to the Ad-hoc Committee responsible for the organization of tourism fairs.

5. The Ad-hoc Committee should examine the applications and other documents and inform decisions taken on the country to host the tourism fair.

6. The Ad-hoc Committee should submit its findings, after considering all applications, to the Executive Secretary of PTA.

7. The Executive Secretary will officially inform the country selected to host the fair and also inform ECA, OAU and other African countries of the decision.

8. The host country should officially invite African Governments, private operators, international organization of tourism to participate in the fair.

The following facilities and conditions should be met by host countries :